

LACKING LIQUIDITY™

HIGH ALTITUDE LOW OVERSIGHT AERONAUTICS Division

DISHWASHER & NAVAL SCIENCES Division

PURPLE PORTUGUESE SPACE LASERS ASTRONAUTICS Division

PASSING OBSERVATIONS AUTOMOTIVE AFICIONADOS Division

MONTENEGRO HEAVY TECHNOLOGY DISTRIBUTORS Division

XOTIX OPERATIONAL FRIENDGROUP Division

CHIHUAHUA-COLOMBIA-ALBANIA LOGISTICIANS GROUP Division

MINK COATS & LAB COATS APPLIED SCIENCES Division

BLACK 17 FAI NANS Division

TUSCAN LEATHER ANTI-RACING ACTIVITIES Division

LAGUNA DEVELOPMENT TECHNOLOGY Division

AMAZONIAN SWORDFISH FENCING & SPECIAL PROJECTS Division

PHANTOM VORIER ADVISORS Division

ELEGANT PELICAN HOSPITALITY Division

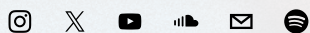
SUSPICIOUSLY FASHIONABLE LEOPARD & KIND Division

TANGERINE GARGOYLE GALLERY Division

10 TOES DOWN CPG Division

TRENCH WARFARE ESPORTS GROUP Division

For The Lawyers & Redditors

**LACKING LIQUIDITY******WHERE CAPITAL MEETS CHAOS***

UNEMPLOYABLE-
PROVOCATIVE-
HIGH-OCTANE-
DESPICABLE-
SERPENTINE-
GROTESQUE-
FIDGETY-

-SCHIZOS?
-LARPERS?
-IDEAS GUYS?
-OCCULTISTS?
-DEVOUT KARPISTS?
-THEILIAN DISCIPLES?
-CIVILIZATION ENGINEERS?
-ACCELERATION FANATICS?
-GATE PROGRAM ESCAPEES?
-FORWARD-DEPLOYED SENSITIVE YOUNG JITS?

WE'RE STILL FIGURING IT OUT
(OUTSOURCING TO H1BS)

WHAT WE DO

Lacking Liquidity is a consortium of firms operating across culture, commerce and capital.

We offer creative direction, go-to-market strategy and surgically accurate positioning for high-velocity ventures.

WHAT THIS IS

Lacking Liquidity is a holding company for ideas that don't yet have homes.

Most companies pretend to be more focused than they are. They pick one vertical, one positioning, one TAM slide, and spend the rest of their existence defending it. That works for a certain kind of business. It does not describe how the most interesting people actually operate – across disciplines, across worlds, across the boundaries that org charts pretend are real.

We started Lacking Liquidity because we wanted a single roof under which to track the things we care about: aerospace, naval doctrine, capital markets, robotics, motorsports, hospitality, art, special operations, consumer brands, esports, the built environment, and

the strange overlaps between them. The eighteen divisions are not a bit. They are the actual fields we read about on Sunday morning, argue about on Tuesday night, and occasionally take meetings about on Thursday.

What we actually do – today – is creative direction, positioning, naming, narrative, and strategic advisory for founders, operators, and brands working in any of these worlds. What we plan to do – eventually – is build inside several of them ourselves.

We're early. We're a one-person operation pretending to be a consortium, which is honestly how most consortiums start. The website is the first thing we picked to swing at. The next ones will be writing, projects, and partnerships. If you find yourself somewhere in the Venn diagram – capital, taste, ambition, weirdness – say hello.

– Lacking Liquidity LLC, California Founded, November 19, 2025

LACKING LIQUIDITY™



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November 19, 2025

For The Lawyers & Redditors

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